

ABSTRACT OF THE DISCLOSURE

In a hold type image display apparatus, a panel includes a plurality of data lines, a plurality of gate lines, and first and second type pixels located at intersections between the data lines and the gate lines. Every one or more of the first type pixels and every one or more of the second type pixels are staggered at the intersections, wherein each of the first type pixels is connected to one of the data lines and two successive ones of the gate lines, and each of the second type pixels is connected to one of the data lines and one of the gate lines. A gate line driver circuit scans two first successive ones of the gate lines for writing first video data and two second successive ones of the gate lines for writing first black data in a first selection period and scans a preceding one of the first successive gate lines for writing second video data and a preceding one of the second successive gate lines for writing second black data in a second selection period. A data line driver circuit supplies the first video data and the first black data to the data lines in the first selection period, and supplies the second video data and the second black data to the data lines in the second selection period.